

Media Kit 2024



Trade Journal



Website



Newsletter

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ASW West – Allianz für Sicherheit
in der Wirtschaft West e.V.
www.aswwest.de

VSÖ – Verband der
Sicherheitsunternehmen
Österreich
www.vsoe.at

VSW – Vereinigung für
die Sicherheit der Wirtschaft e.V.
www.vsw.de

Layout and Graphics

HausmacherArt GbR, Bergen,
www.hausmacherart.de

Printing

Braun & Sohn Druckerei
GmbH & Co. KG,
Maintal, www.braun-und-sohn.de

Terms of Payment

Invoices are due on the date of publication. In case of special agreement,
invoices are due not later than 30 days after the publication date.

A 2 % discount is granted for advance payment. The invoiced amount
must be booked on the publisher's account prior to the publication date
and no previous invoices may be outstanding.

Brief Characteristics and Target Groups

SECURITY THROUGH INFORMATION

SECURITY INSIGHT / *SicherheitsPraxis*

Readers/Recipients

Security executives in the industrial sector, economic sector, associations, public sector; CEOs and security managers of medium-sized companies. Owners, CEOs and managers of installation companies, planning offices and system houses; electrical companies with the business field security/safety technology.

Frequency of Publication

6 times a year

SECURITY INSIGHT / *SicherheitsPraxis* makes it a point to provide exclusive and self-researched media coverage to optimize the information value for the readers. As an opinion leader, the magazine focuses on topics and explains complex contexts and background information which is most relevant for the work of security managers. Furthermore, the magazine provides practice-oriented expert knowledge for installation companies, planning offices, technical experts and system houses regarding all areas of security technology.

Amendments of laws, standards and guidelines as well as liability issues are addressed in detail in special columns, just like product news and technical details regarding new processes and systems. The focus lies on future-oriented holistic solutions.

www.prosecurity.de

www.prosecurity.de provides cutting-edge information on developments, trends and solutions in the security industry. The portal offers topical expert information in the areas of public and corporate security, IT security and the security industry, personnel news and newflashes as well as product information and case examples.

Circulation, Distribution, Recipient Structure

Circulation, Distribution, Recipient Structure

Banks, Insurance Companies:	142
Public Authorities, Correctional/Penalty Institutions:	149
Retail:	192
Specialist Planners / Installers, System Houses:	1.743
Research, Teaching, Universities	87
Real Estate Companies, Construction Industry:	153
Cultural Institutions (Museums, Stadiums):	276
Critical Infrastructure (Energy Suppliers, Air and Seaports, Aviation, Clinics):	2.293
Logistics Companies, Transportation Services:	286
Manufacturing Industry, Pharmaceuticals, Chemical:	1.401
Social Services:	148



1/2023 (Print)

Organ:	Independent
Volume:	17
Single Subscription (incl. Postage in €):	Germany 18.00 /Abroad 24.00
Yearly Subscription (incl. Postage in €):	Germany 102.00/Abroad 157.00
Yearly Subscription Online:	42.00
Yearly Subscription Magazine + Online:	Germany 131.00/Abroad 190.00
Print Run:	7,000
Circulated Copies:	6,870
Sold Copies:	561
Abroad:	405
Rest, Archive, Specimen Copies, Special Promotions:	130

All prices are gross prices in Euro.

Sold Copies Digital: 768

Time Period: 04/2022 to 05/2023

Issue	1/24	2/24	3/24	4/24	5/24	6/24
Publishing Date	20.02.	15.04.	14.06.	08.08.	06.09.	27.11.
Editorial Deadline	31.01.	20.03.	22.05.	15.07.	13.08.	31.10.
Advertising Deadline	07.02.	27.03.	28.05.	18.07.	19.08.	07.11.
Artwork Deadline	09.02.	02.04.	03.06.	22.07.	22.08.	11.11.
Special Topics, Exhibitions	Light & Building 03.-08.03 Frankfurt		SicherheitsExpo 26.-27.06. Munich	News to Security Support Program	Security 17.-20.09. Essen	Perimeter Protection 14.-16.01.25 Nuremberg
			Feuertrutz 26.-27.06. Nuremberg			

Real-Life Examples: Case studies, expert articles and interviews pertaining to: Critical infrastructure (banks, energy supply, airports, forensics, major events, correctional/penal institutions, clinics, aviation security, maritime security, public transportation, supply chain security, construction industry, public authorities, trade, hotels, cultural institutions, real estate industry, exhibitions, manufacturing and chemical industry, schools, universities, insurances

Topics Technology: News and trends regarding products and systems

Fire Alarm Technology: Structural and preventive fire protection, smoke detectors, extinguishing systems, extinguishing means, documentation, intruder detection technology, wireless technology, alarm transmission, emergency exit technology, networking

Video: Hybrid/IP/Mega pixel technologies, analysis technology, infrared technology, memory/storage systems, networks, monitors, sensors, software, control, networking

Access Control and Perimeter Security: Exterior access control, biometrics, cloud solutions, data management, mechanical barriers, visitor administration, people count systems, emergency exit control, access control systems, ID management systems, networking, detection technology, turnstiles, interlock systems, fence detection

Topics Business Services: Consulting, business continuity, compliance, crisis management, travel safety/security, schooling, training seminars, aviation security, security and inspection services, emergency control center, property security, event security

Names and News: Company news and personnel news

Ad Prices and Formats Price List No. 17 - effective January 1, 2024

SECURITY INSIGHT / *SicherheitsPraxis*

Ad Formats and Basic Prices Magazine Format: 210 x 297 mm (DIN A4) Print Area: 186 x 280 mm

Format	Width x Height Print Area	Bleed Size	Prices
1/1 Page	186 x 280	210 x 297*	3,250.00
2/3 Page Portrait	116 x 280	135 x 297*	2,570.00
2/3 Seite Landsc.	186 x 187	210 x 194*	2,570.00
Junior Page	122 x 175	135 x 185*	2,460.00
1/2 Page Portrait	90 x 280	103 x 297*	2,190.00
1/2 Page Landsc.	186 x 140	210 x 157*	2,190.00
1/3 Page Portrait	58 x 280	71 x 297*	1,720.00
1/3 Page Landsc.	186 x 93	210 x 103*	1,720.00
1/4 Page Portrait	90 x 140	103 x 157*	1,510.00
1/4 Page Landsc.	186 x 79	210 x 89*	1,510.00
1/12 Page Portrait	58 x 70	-	762.00
Cover Page	-	165 x 176*	4,740.00
Table of Contents	186 x 33	-	970.00

* For bleed ads, 3 mm bleed addition is required on all sides.

Discounts	Freq. Discounts	Quantity Discounts
When purchasing within 12 months (advertising year)	2 Ads = 03 % 4 Ads = 05 % 6 ads = 10 %	2 Pages = 05 % 4 Pages = 10 % 6 Pages = 15 %

Discounts are granted according to the most favorable scale; they apply to all additional costs, with the exception of technical supplemental costs.

Special Formats and Advertising Types: Provided upon request
 Supplem. Costs for Colors not on Euro Scale: For each special color 900.00
 Supplemental Costs for Bleed Ads: Not applicable

Special Positioning/Additional Costs	Special Print (including layout)
2nd and 4th Cover Page: additional cost, 20% of the basic price	2 and 4 Page Prints: Prices upon request. Please specify issue
Job Advertisements: 70 % of the regular format price	Digital (pdf): 2 pages: 206.00, 4 pages: 248.00

Loose Inserts

Max. Format:
208 mm width x 295 mm height
 Price: per 1,000 copies or part thereof at an individual weight up to 25 grams: 450.00
 up to 50 grams: 660.00
 Discount: see quantity scale
 postil charges to be added
 1 insert = 1 ad page
 Quantity delivered: 7,100 copies
 Delivery date: not later than 8 days before publication of the booked issue

Prior to acceptance of the order, a sample must be provided. A note referring to the insert will be published in the magazine free-of-charge.

Bound-In Inserts

Max. Format
210 width x 297 mm height
 Other Formats: upon request
 Price 4 pages: 3,150.00
 Price 8-pages: 5,750.00
 Discount: see quantity scale
 1 page = 1 ad page
 Quantity delivered: 7,100 copies
 Delivery date: not later than 8 days before publication of the booked issue

Technical Data

Bound-in inserts are to be delivered uncut and folded. The front page of the bound-in insert needs to be identified. The type and design of the bound-in insert must be such that no additional preparation and processing will be required. Difficult jobs as well as additional folding and pasting work are subject to additional charges. All prices are net prices in Euro. VAT is to be added.

Magazine Format: DIN A4 (210 mm width x 297 mm height)
Print Area: 186 mm width x 280 mm height
Columns: 3 columns, each 58 mm wide
Printing Process: Sheet offset
Binding Type: Back-type wire binding
Grid Width: 70
Paper Quality: Cover: 170 g/m² wood-free white
matt picture print
Content: 100 g/m² wood-free white
matt picture print
Color Sequence: Black, cyan, magenta, yellow

Artwork

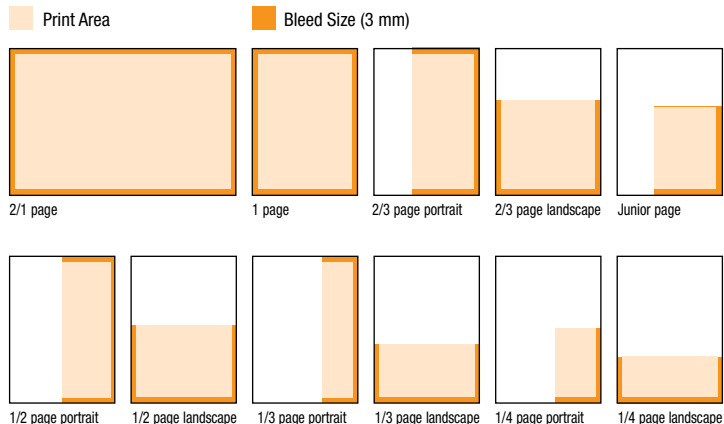
The following file formats can be processed (Mac/PC closed file):

- » PDF (X-3 or higher, fonts transformed into character paths)
- » EPS (high resolution, fonts transformed into character paths)
- » TIF (300 dpi)

Images in advertisement documentation shall be placed 1:1 and submitted with a resolution of at least 300 dpi. Prepare ad data in the color spectrum CMYK with crop marks. Please do not use RGB files and JPG-endings. Open files (InDesign, Illustrator, QuarkXPress...) require prior consultation and liability cannot be assumed. Other file formats (for example Microsoft Word, PowerPoint, Excel as well as other common Office applications also Corel Draw) cannot normally be processed. Processing by the publishing house will be charged separately and is based on expenditures. No liability for the processing can be assumed.

Transfer Options

- » on discs (CD-ROM/DVD) via postal mail to:
ProSecurity Publishing GmbH & Co. KG · Gebäude 664, D-55483 Hahn-Flughafen
- » via Email to: mb@prosecurity.de (limited to 20 MB)
- » via FTP: upon request



Additional Processing

For open files or files which must be prepared by us for printing, additional costs will be charged based on expenditures incurred by us.

Mailing Address for Loose or Bound Inserts:

Braun & Sohn Druckerei GmbH & Co. KG

Am Kreuzstein 85, 63477 Maintal

Please annotate the magazine title and issue for which the insert is booked (for example **SECURITY INSIGHT** 3/24)

Banner - Online Prices and Formats



Banner

	Format	Price/Month
Fullbanner Position 1	960 x 180 pixels, aspect ratio 16:3	750,-
Fullbanner Position 2	960 x 180 pixels, aspect ratio 16:3	650,-
Fullbanner Position 3	960 x 180 pixels, aspect ratio 16:3	500,-
Medium Rectangle Position 1	420 x 350 pixels, aspect ratio 6:5	600,-
Medium Rectangle Position 2	420 x 350 pixels, aspect ratio 6:5	450,-
Medium Rectangle Position 3	420 x 350 pixels, aspect ratio 6:5	350,-

File size: max. 300 kb
File format: JPEG, GIF, PNG

Video

	Format	Price/Month
Video Position 1	248 x 206 pixels, aspect ratio 6:5	770,-
Video Position 2	248 x 206 pixels, aspect ratio 6:5	570,-

Youtube, Vimeo or Dailymotion - resolution min. 720p (HD)

Case Studies/Industry Solutions Including link

Costs: 360.00 per article
Publication free-of-charge
for banner customers

User Overview

(01.10.2022 - 30.09.2023)
Visits: 27,068
Pageviews: 197,596
Duration of stay: 00:08:04

Job Advertisements

Costs per Month: 350.00
File Format: pd

Discount Scale

Discount Scale Banner
Duration 3 Months: 3%
Duration 6 Months: 5%
Duration 12 Months: 10%

All prices are net prices in Euro, VAT is to be added.



Newsletter for Specialist Planners, Installation Companies, System Houses and Corporate Security

1,574 Subscribers (average opening rate 42.08 %)

Release Date		Submission Deadline
05.02.2024		31.01.2024
28.02.2024	Light & Building	23.02.2024
19.03.2024		14.03.2024
16.04.2024		11.04.2024
12.06.2024	Feuertrutz	07.06.2024
18.06.2024	SicherheitsExpo	13.06.2024
03.09.2024	Security	29.08.2024
11.09.2024	Security	06.09.2024
15.10.2024		10.10.2024
19.11.2024		14.11.2024

Newsletter

Advertisement Type	Formats	Price
Fullbanner Top Placement	960 x 180 pixels, aspect ratio 16:3	420.00
Fullbanner between Articles	960 x 180 pixels, aspect ratio 16:3	320.00
TextAd	320 x 180 pixels, aspect ratio 16:9	400.00
Headline: 45 characters		
Teaser: 6 lines at 58 characters each		
File Size: max. 300 kb		
File Format: gif or jpeg		
Stand Alone Newsletter	320 x 180 pixels, aspect ratio 16:9	1,230.00

Discount Scale Newsletter

- 3 TextAds / Banner: 3%
- 6 TextAds / Banner: 5%
- 12 TextAds/Banner: 10%

All prices are net prices in Euro. VAT is to be added.

	Price for 6 Months	Price for 12 Months
Entry Basic	395.00	620.00
Entry Medium	845.00	1,340.00
Entry Premium	1,080.00	1,710.00

Required Data Business Guide

Entry BASIC

Logo At least 250 x 250 pixels / - PNG with transparent background
 Keywords 3 to 5 keywords, which can be associated with your company.
 Contact: Address + Email + Telephone + Homepage

Entry MEDIUM

Logo At least 250 x 250 pixels / - PNG with transparent background
 Keywords 3 to 5 keywords, which can be associated with your company.
 Contact Address + Email + Telephone + Homepage
 Company Presentation Brief description of the company (max. 1,500 characters including blank spaces)
 3 Products Image at least 250 x 250 pixels, square format + Teaser (max. 200 characters including blank spaces) + Link to the product
 3 References Image at least 250 x 250 pixels, square format + Teaser (max. 200 characters including blank spaces) + Link to the reference

Entry PREMIUM

Logo At least 250 x 250 pixels / - PNG with transparent background
 Keywords 3 to 5 keywords, which can be associated with your company.
 Contact Address + Email + Telephone + Homepage
 Company Presentation Brief description of the company (max. 1,500 characters including blank spaces)
 3 Products Image at least 250 x 250 pixels, square format + Teaser (max. 200 characters including blank spaces) + Link to the product
 3 References Image at least 250 x 250 pixels, square format + Teaser (max. 200 characters including blank spaces) + Link to the reference
 Whitepaper Image at least 250 x 250 pixels, square format + Teaser (max. 200 characters including blank spaces) + Link to the whitepaper
 Awards max. three, image / seal, Link to the award
 Video Youtube, Vimeo or Dailymotion – resolution at least 720p (HD) – aspect ratio: 16:9
 Social Media Links to social networks